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The method of driving a display apparatus, in which the gradation scale is represented, by the subfield method, with less flicker even when driven at a frequency of 50 Hz has been disclosed. In this method, the two most weighted subfields (subfields of B_n brightness and B_{n-1} brightness when it is assumed that the frame is composed of n subfields and the brightness of n subfields is B_i ($i = 1 - n$; $B_1 \leq B_2 \dots B_{n-1} \leq B_n$)) are arranged at the interval of about half the length of the frame. Because of this, there exist two peaks of the light emission intensity in a frame, the interval being about half the length of the frame, and if the display apparatus is driven at a frequency of 50 Hz and the length of the frame is 20 ms, the variation period of the light emission intensity is 10 ms and the light emission intensity varies at 100 Hz, therefore, flicker is not detected.